

Dear colleagues,

We are pleased to invite you to the 2010 ASQ Airport Forum for the Americas, the annual meeting of participants in the Airport Service Quality Program. Bringing together delegates from around the region, the forum is designed as a working group of airport managers and is open to all airport representatives interested in learning how to effectively manage passenger satisfaction.

The ASQ Airport Forums are an essential part of ACI's commitment to sharing best practices and helping airports improve the quality of service provided to passengers. By attending the ASQ Airport Forum you will get the opportunity to meet with colleagues from around the region and discuss the challenges and opportunities for improving the quality of airport services, share best practices as well as gain a deeper understanding of passenger satisfaction.

We are looking forward to meeting you in Atlanta!



Craig Bradbrook  
Director, Security & Facilitation - ACI

## More about ASQ

Airport Service Quality (ASQ) is a comprehensive ACI initiative to help airports in their continuing efforts to improve the quality of service experienced by passengers. Four core programs provide practical management information and advice specifically for the airport industry:



### **ASQ SURVEY** - Passenger satisfaction benchmarking

ASQ Survey is the world's leading airport customer satisfaction benchmark program with over 150 airports participating. It provides the most authoritative and extensive analysis of airport service performance available today.



### **ASQ PERFORMANCE** - Benchmarking passenger waiting times

ASQ Performance measures passenger processing times using 16 key performance indicators such as "waiting time at check-in" and "delivery of first bag / last bag". ASQ Performance allows airport management to accurately pinpoint under-performance, bottlenecks and over-performance.



### **ASQ ASSURED** - Airport certification

ASQ Assured is a quality management certification designed for airports. It helps airports meet the challenge of managing service quality by recognizing the initiatives and processes in place. Certified airports benefit from industry recognition as well as an independent audit and report on their processes.



### **ASQ MANAGEMENT** - Advisory services

ASQ Management provides support and advisory services for airports wishing to improve their quality of service. Advisory projects range from supporting airports looking to achieve the ASQ Assured certification to assistance in implementing best practice throughout the airport.

## Conference Program (preliminary)

### Wednesday

#### 7 pm

- Welcome dinner

### Thursday

#### 9 am - 12:30 pm

- Latest Airport Service Quality developments
- Past & future trends in passenger expectations
- Best practice session: airport wayfinding
- Presentations by ASQ airports on best practices regarding wayfinding

#### 2 pm - 5 pm

- ASQ Survey review workshop
- Presentations by ASQ Airports on using ASQ results to improve service quality
- Case study: analyzing & understanding ASQ Survey results

### Friday

#### 9 am - 12:30 pm

- Case study: implementing the ASQ initiatives
- Best practice session: fieldwork
- ASQ workshop session

#### 2 pm - 5 pm

- Airport tour



## Venue

Atlanta is the capital of the State of Georgia and the third largest city in the United States. Considered a top business city and transportation hub, Atlanta is the world headquarters of The Coca-Cola Company, AT&T Mobility, and Delta Air Lines. During your stay in Atlanta you will be able to visit the world's largest indoor aquarium, the World of Coca-Cola exhibit or do some shopping downtown.

Befitting a city of it's size, Atlanta is served by Hartsfield-Jackson International Airport, the world's busiest both in terms of passenger traffic and aircraft movements. Nearly 88 million passengers flew through Atlanta in 2009. The airport mainly serves the domestic market and is the primary hub for Delta Airlines and AirTran Airways.

## 1. Register for the Forum

Registration for the 2010 Airport Forum is free of charge and open to airport representatives only (more than one delegate per airport is welcome). Registration for the forum is open until **August 13th**.

To register please click on the following link to fill out the registration form (please complete one registration form for each delegate):

<http://www.airportservicequality.com/content/forumregistration.html>

## 2. Book your hotel



The Airport Forum will be held at the Hotel Palomar Atlanta-Midtown. The room rate for the conference attendees is 119 USD for a single room, not including breakfast.

A block of rooms has been booked for the Forum, each participant books and pays for his/her own accommodation. **Please book your room before July 21st. After this date we cannot guarantee that a room will be available at this rate.**

To book your accommodation simply click on the following link (when booking do not select anything under "Rate Type" as the special ASQ discount is given automatically):

<https://gc.synxis.com/rez.aspx?Hotel=26725&Chain=10179&arrive=8/25/2010&depart=8/27/2010&adult=1&child=0&group=DKMA0815>

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